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February 19, 2019

To Mrs. Bloomston's 5-3 Art Students,

First of all, thank you for your kind letter and lovely dish, which I appreciate very much. But the real gift is the message within the letter.

SC-20 Birthday Suit was part of the original release of Stroke & Coats in 1995- way, way before you all were born. Over the years, we have suggested that this neutral color be used to blend with other Stroke & Coats for everyone to make their "own birthday suit". (And by the way, I had no idea there are over 4,000 shades of skin tone. And all of them beautiful.) But, your letter remarking that the name of SC-20 is not inclusive really impacted us. We would never wish to cause hurt feelings or offend any of our consumers, especially young artists such as your class. So, as of today, February 19, SC-20 is now "Cashew Later". And your class has received the very first bottle off the bottling line!!

The important message that I want you all to walk away with is that your voice matters. And that you as individuals and collectively as a class can make a difference. And can initiate change. Congratulations.

Again, I thank you all for taking the time to write me. I keep your gift on my desk as a reminder of a special group of young artists who brought an issue to my attention and prompted change. I will be forever grateful.

And a very special thank you to Mrs. Bloomston, for encouraging your students to take action. What a powerful lesson. Please accept this color kit as a token of our admiration and appreciation.

Warm regards,

  
Colleen Carey Brennan  
President and CEO  
Mayco